

JUL 11 2008

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documents are prior art with respect to subject matter which is *only* found in the above identified application.

In view of the above clarification, a revised Addendum to the Information Disclosure Statement is attached and this Addendum now indicates that the publication date of each of the two non-patent literature documents is no earlier than March 28, 2003. Furthermore, as requested, the number of pages of each of these non-patent literature documents is also listed. Specifically the www.johnlewis.com document includes 3 pages and the www.christmas-guide.co.uk document includes 2 pages. Although the Examiner contends that only 1 page of each of these documents was previously filed, a review of the United States Patent and Trademark Office's records reveals that the 5 pages in question were apparently given a document code in PAIR of "FRPR" with a mail room date of 02-28-2008 and are listed as pages 14-18. In spite of this, the Applicant is resubmitting both of the non-patent literature documents in their entirety for consideration by the Examiner.

If any amendment to this application is believed necessary to advance prosecution and place this case in allowable form, the Examiner is courteously solicited to contact the undersigned representative of the Applicant to discuss the same. ☺

In view of the above remarks, and the remarks of the response filed on February 25, 2008 it is respectfully submitted that the raised rejections should be withdrawn and this application is now placed in a condition for allowance. Action to that end, in the form of an early Notice of Allowance, is courteously solicited by the Applicant at this time.

The Applicant respectfully requests that any outstanding objections or requirements, as to the form of this application, be held in abeyance until allowable subject matter is indicated for this case.

In the event that there are any fee deficiencies or additional fees are payable, please charge the same or credit any overpayment to our Deposit Account (Account No. 04-0213).

Respectfully submitted,


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